

Our Docket No: 3801P001C3

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Hess et al.

Application No: Not Yet Assigned

Filed: Concurrently Herewith

For: INFORMATION PRESENTATION AND
MANAGEMENT IN AN ONLINE TRADING
ENVIRONMENT

This is a Continuation of:

Application No.: 09/436,566

Filed: November 9, 1999

Examiner: Not yet assigned

Art Unit: Not yet assigned

Examiner: Not yet assigned

Art Unit: 2756

PRELIMINARY AMENDMENT AND REMARK

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Prior to examining the above-referenced application, the Applicant respectfully requests the Examiner to enter the following amendment and to consider the following remark.

EXPRESS MAIL CERTIFICATE OF MAILING

"Express Mail" mailing label number: EL7501279BUS
I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Assistant Commissioner for Patents, Washington, DC 20231.

February 5, 2001

Date of Deposit

Debbie Peloguin

Name of Person Mailing Correspondence

Debbie Peloguin 2-5-01

Signature

Date

AMENDMENT

Marked Up Version Showing Changes Made

In the Specification:

Please insert as the first sentence of the specification --This is a continuation of application serial no. 09/436,566, filed on November 9, 1999, which is still pending, in which is a continuation of application serial no. 09/177,726, filed on October 23, 1998, which has been issued as U.S. Patent No. 6,058,417. - -

In the claims:

Please cancel claims 1-18, and add the following claims:

- 1 19. (New) A method of facilitating person-to-person commerce over a
2 network, the method comprising:
3 retrieving one or more thumbnail images of items for sale from a first site;
4 aggregating the retrieved thumbnail images; and
5 presenting the aggregated thumbnail images on a web page at a second
6 site.
- 1 20. (New) The method of claim 19, wherein said presenting the aggregated
2 thumbnail images comprises:
3 determining a predefined page format;
4 retrieving item information corresponding to the items to be displayed, the
5 item information including a thumbnail image corresponding to the
6 item; and

7 populating the predefined page format based on the retrieved item
8 information.

1 21. (New) The method of claim 19, wherein a given one of the thumbnail
2 images presented on the web page at the second site is presented with at
3 least one of the following:

4 a title associated with an item with which the given thumbnail image
5 corresponds;

6 a current bid on the item corresponding to the given thumbnail image;
7 and

8 an auction ending time for the item corresponding to the given thumbnail
9 image.

1 22. (New) The method of claim 19, wherein the thumbnail image is based on
2 a user-specified image.

1 23. (New) A method of displaying items to facilitate person-to-person online
2 trading, the method comprising:

3 accessing a first thumbnail image associated with a first item for sale, the
4 first thumbnail image created based on a first image at a first
5 remote site;

6 accessing a second thumbnail image associated with a second item for
7 sale, the second thumbnail image created based upon a second
8 image at a second remote site; and

9 combining the first and second thumbnail images onto a web page for
10 presentation at a third remote site.

1 24. (New) The method of claim 23, wherein said presentation of the first and
2 second thumbnail images comprises:

3 determining a predefined page format;

4 retrieving item information corresponding to the items to be displayed, the
5 item information including a thumbnail image corresponding to the
6 item; and

7 populating the predefined page format based on the retrieved item
8 information.

1 25. (New) The method of claim 23, wherein either one of the thumbnail
2 images presented on the web page at the second site is presented with at
3 least one of the following:

4 a title associated with an item with which a given one of the thumbnail
5 images corresponds;

6 a current bid on the item corresponding to the given one of the thumbnail
7 images; and

8 an auction ending time for the item corresponding to the given one of the
9 thumbnail images.

1 26. (New) A method of displaying items, the method comprising:

2 retrieving from a database a first thumbnail image associated with a first
3 item for sale, the first thumbnail image created based on a first
4 image at a first remote site;

5 retrieving from the database a second thumbnail image associated with a
6 second item for sale, the second thumbnail image created based
7 upon a second image at a second remote site; and

8 responsive to a query, combining the first and second thumbnail images
9 onto a web page for presentation at a third remote site.

- 1 27. (New) The method of claim 26, wherein said presentation of the first and
2 second thumbnail images comprises:
3 determining a predefined page format;
4 retrieving item information corresponding to the items to be displayed, the
5 item information including a thumbnail image corresponding to the
6 item; and
7 populating the predefined page format based on the retrieved item
8 information.
- 1 28. (New) The method of claim 26, wherein either one of the thumbnail
2 images presented on the web page at the second site is presented with at
3 least one of the following:
4 a title associated with an item with which a given one of the thumbnail
5 images corresponds;
6 a current bid on the item corresponding to the given one of the thumbnail
7 images; and
8 an auction ending time for the item corresponding to the given one of the
9 thumbnail images.
- 1 29. (New) In an online commerce environment, a method of allowing a user
2 to preview a plurality of items for sale, the method comprising:
3 receiving a query; and
4 causing a plurality of thumbnail images corresponding to items that satisfy
5 the query to be displayed, each of the thumbnail images created
6 based upon a specified image.

1 30. (New) The method of claim 29, wherein the specified image is specified
2 by a user.

1 31. (New) The method of claim 29, wherein the user-specified image
2 comprises a location at which the image can be found.

1 32. (New) A method of presenting items for sale, comprising:
2 in response to a query, retrieving one or more items for sale, each item
3 being associated with information about the item;
4 aggregating the retrieved items; and
5 presenting the aggregated items on a web page.

1 33. (New) The method of claim 32, wherein any of the aggregated items
2 presented on a web page is presented with at least one of the following:
3 a title associated with a given item;
4 a current bid on the given item; and
5 an auction ending time for the given item.

1 34. (New) The method of claim 32, wherein each of the items is associated
2 with an image for presenting the items.

1 35. (New) The method of claim 34, wherein each of the items is additionally
2 associated with text for presenting the items.

1 36. (New) The method of claim 35, wherein a user can toggle between
2 images for presenting the items, and text for presenting the items.

1 37. (New) The method of claim 32, wherein the image is user-specified.

1 38. (New) A method of presenting items for sale, comprising:

2 in response to a query, retrieving information associated with one or more
3 items for sale, the information associated with the one or more
4 items for sale including a thumbnail image depicting the
5 corresponding item for sale;
6 aggregating the information associated with the retrieved items; and
7 presenting the aggregated thumbnail images of the aggregated items on a
8 web page.

1 39. (New) The method of claim 38, wherein the information associated with
2 the one or more items for sale includes:

3 a title associated with an item;

4 a current bid on the item; and

5 an auction ending time for the item;

6 and wherein said method further comprises displaying the title, the
7 current bid, and the auction ending time proximate to the corresponding
8 thumbnail images.

1 40. (New) The method of claim 38, wherein the web page includes one or
2 more user input objects that allow a first view of the web page that
3 includes the thumbnail images of the aggregated items, and a second
4 view of the web page that lists the aggregated items in a text-based
5 format that excludes the thumbnail images.

1

Remark

By this amendment, original claims 1-18 have been cancelled, and claims 19-40 have been added. Hence, claims 19-40 are presented for examination. It is respectfully submitted that no new matter has been introduced by this amendment, and that all claims presented are supported by the original specification.

Conclusion

If the Examiner finds any remaining impediment to the prompt allowance of these claims that could be clarified with a telephone conference, the Examiner is respectfully requested to contact Libby Ho at (303) 740-1980.

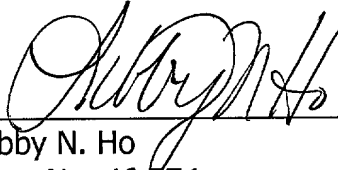
Charge our Deposit Account

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: February 5, 2001



Libby N. Ho
Reg. No. 46,774

12400 Wilshire Boulevard
7th Floor
Los Angeles, California 90025-1026
(303) 740-1980